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**Careers Today**

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Executive Registry

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Careers Today

Peter Veronis Director of Advertising

November 14, 1968

Mr. Richard W. Helms, Director  
Central Intelligence Agency  
Washington, D. C. 20505

Dear Mr. Helms:

The Central Intelligence Agency is frequently the guy who gets blamed by college students whenever a real or imaginary wrong has been committed, here or abroad. Much of this criticism is based on ignorance or lack of knowledge.

The CIA can improve its image and increase its recruiting effectiveness among college students by communicating with them. And CAREERS TODAY (copy enclosed) is the perfect medium for such a message.

CAREERS TODAY is a new magazine edited for the college student, from the college student's viewpoint, in the mixed-media, verbal-visual language of today. CAREERS TODAY, with its 500,000 guaranteed circulation, offers the Central Intelligence Agency an excellent platform for a dialogue with the catalysts of tomorrow as well as its future employees.

CAREERS TODAY is under the editorial direction of a group of prominent business-men-educators, including:

Peter Drucker, editorial board chairman; consultant to business and government; professor, Graduate School of Business, NYU

Edgar Schein, editorial board member; professor, Alfred P. Sloan School of Management, MIT

Herbert York, former Undersecretary of Defense in charge of research and development; former chancellor, University of California; currently Physics Department head, University of California.

The purpose of CAREERS TODAY is to inform the college student and the recent college graduate of the opportunities that exist for him in the fields of business, government and academia, and to help the student find the slot for which he is best suited.

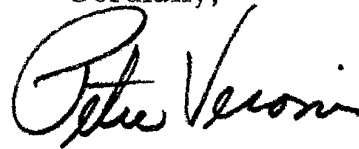
Mr. Helms

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We could tell you much more about CAREERS TODAY, but we think that the best salesman for CAREERS TODAY is the copy that we have sent to you. After you have had a chance to look through this issue, we believe you will want to start your own dialogue with our audience. We will call you shortly for an appointment at your convenience.

Cordially,

A handwritten signature in cursive script, appearing to read "Peter Veroni". The signature is written in dark ink and is positioned below the word "Cordially,".

PV:p  
Enc.

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OFFICIAL ROUTING SLIP					
TO	NAME AND ADDRESS	DATE	INITIALS		
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FROM: NAME, ADDRESS AND PHONE NO.					DATE
Richard Helms, DCT					18/11/68
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